Join the fight for clean air and lung health.
About Bike 4 Breath

Bike 4 Breath is an annual charity bike ride, which takes place each July. Cyclists enjoy breakfast and then embark on a 10, 30 or 64 mile ride, travelling through gorgeous wooded hills and along stunning coastline. When they return to the finish line, they enjoy lunch and a Health Expo where dozens of local businesses and non-profits showcase their products and interact directly with participants. The 10 mile route is particularly popular with families and young children, and the Kids Zone at the start/finish area is filled with activities like coloring and scavenger hunts.

Bike 4 Breath 2015

350 cyclists

65 volunteers

Riders worked at companies such as:
Genentech, Novartis, WebDAM, Okta, Marketo, Novartis, Baker & MacKenzie LLP, Intuit, LinkedIn, Kaiser Permanente, UCSF, Facebook, Mission Bell, Alexza Pharma, Applied Biosystems, Google, KPIX5, Palantir, University of California

Bike 4 Breath Participants are highly educated, successful and passionate about lung and environmental health.

Rider Breakdown by Age:

- Under 18: 11%
- 19-25: 3%
- 26-35: 17%
- 36-45: 14%
- 46-55: 30%
- 56+: 25%

In 2015 there was a 35% increase in the under 25 demographic.

Riders By County:

- San Francisco: 36%
- San Mateo: 11%
- Santa Cruz: 2%
- Contra Costa: 8%
- Alameda: 24%
- Santa Clara: 4%

Other counties (Yolo, Stanislaus, Sonoma, Solano, San Benito, Sacramento, Placer, Napa, Marin, El Dorado)
Exclusive Naming Opportunities

VIP Zone - $8,000

Exclusively for our top teams and fundraisers, the VIP Zone is the place to see and be seen at Bike 4 Breath. Our top individual and corporate fundraisers are invited to relax in the VIP Zone, which will feature food and beverage, goodie bags and a spot away from the crowds. The VIP Zone sponsor will have the opportunity to hand out samples, put up signage, hand out flyers and more.

- Exclusive name recognition on all VIP Zone signage
- Name and logo on posters and flyers (print deadlines apply)
- Opportunity to hand out samples/flyers/marketing materials
- Opportunity to send representatives to VIP Zone
- All other benefits of Silver Wheel Sponsorship

Kids’ Zone – $8,000

Families who are taking part in the race or cheering on their friends are welcome to take a break in the Kids’ Zone, which features fun activities for kids and parents alike. Kids’ Zone sponsors have the opportunity to give away product, interact directly with active kids and their families, schedule kid-friendly activities or presentations and put up posters and flyers.

- Exclusive name recognition on all Kids’ Zone signage
- Name and logo on posters and flyers (print deadlines apply)
- Opportunity to hand out samples/flyers/marketing materials
- Opportunity to send representatives to Kids’ Zone
- All other benefits of Silver Wheel Sponsorship
Sponsorship Benefits

We will work with you to create a sponsorship package that meets your company’s unique marketing and advertising objectives. If you think of a benefit that you don’t see listed here, we want to work together to make it happen!

<table>
<thead>
<tr>
<th>Sponsorship Benefits</th>
<th>$10,000 Platinum Wheel</th>
<th>$5,000 Gold Wheel</th>
<th>$2,500 Silver Wheel</th>
<th>$1,000 Bronze Wheel</th>
<th>$500 Copper Wheel</th>
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<tbody>
<tr>
<td>Opportunity to be an announcer at Start/Finish area</td>
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<tr>
<td>Logo or name in all B4B print and web ads*</td>
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<td>Name Only</td>
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<td>Logo on 15,000 postcards and 1000+ posters and direct mail pieces distributed throughout the Bay Area*</td>
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<td>Name Only</td>
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<td>Featured posts on social media and in email blasts and on the Breathe CA blog</td>
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<td>Inclusion in social media, B4B email blasts and eNews</td>
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<td>Name Inclusion in all B4B press releases*</td>
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<tr>
<td>Complimentary team registrations</td>
<td>Unlimited</td>
<td>15</td>
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<tr>
<td>Booth space at the event expo with sampling opportunities</td>
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<tr>
<td>Logo with link on event and Breathe website</td>
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<td>Name Only</td>
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<tr>
<td>Logo on official event t-shirt*</td>
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<td>Name Only</td>
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<tr>
<td>Logo on sponsor banner at event*</td>
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<tr>
<td>Recognition in Breathe California’s Annual Report</td>
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</table>

*Print deadlines apply
In Kind Donations
We are always in need of snacks, beverages, incentive prizes for riders, services, media promotion and more. If your company wants to reach the hundreds of riders and volunteers in attendance at this event by providing samples, or in-kind services, you will receive donor credit for the value of the goods donated.

Rest Stop Sponsors - $100
Rest Stop Sponsors have the unique opportunity to interact with riders along the course, and make a real impact on their riding experience.

Rest Stop Sponsors:
• Set up and staff a water stop or rest stop along the route

Rest Stop Benefits:
• Name and logo recognition on all rest stop signage
• Opportunity to interact directly with riders
• Opportunity to sample at rest stop

Expo Booth - $100
Be a part of the health and wellness expo after the ride. Expo participation is a great way to interact with riders and volunteers, and provides your company with sampling opportunities. Tables and chairs are available at an additional fee.

Corporate Teams
Build morale, ride for a cause and connect with your employees.

61% of Bike 4 Breath participants ride as part of team – join them and encourage your employees to be a part of Bike 4 Breath while promoting your company on the route and in the community.

Make a collective effort to improve your local community and have fun while at the same time!
About Breathe California

Breathe California has been working with the community to fight lung disease since 1908. Our mission has grown to encompass new threats to lung health, such as tobacco use and environmental hazards, but our focus has remained clear. We envision a world where everyone can breathe without struggle or risk and we help our local communities prevent lung disease and improve the quality of life for those struggling with lung disease.

Our Mission
Through grassroots education, advocacy and direct services, Breathe California fights lung disease, advocates for clean air, and advances public health.

Our Vision
Communities empowered to eliminate the causes and burden of lung disease, promote clean air and improve public health.

Our Theory of Change
We believe the Breathe CA comprehensive approach of direct services, advocacy, and education, increases knowledge, confidence and ability in lung health management and treatment, resulting in lower rates of morbidity and mortality, and advancing health equity.

Our History
Breathe California, Golden Gate Public Health Partnership has worked to reduce the impact of lung disease since 1908. Our organization began as the San Francisco Association for the Study and Prevention of Tuberculosis, becoming Breathe California on February 12, 2006. During the last century, our name has changed but we have remained the same community based organization dedicated to the core mission of fighting lung disease through prevention, education, services and advocacy.
The Faces of Bike 4 Breath

Annie - Cyclist

“My asthma is something I have to address daily. I’ve been taking asthma medicine every day of my life, since my life threatening attack at age two. My asthma is well controlled now, but it was definitely something I noticed a lot, especially as a kid. I had to be more careful when playing with other kids because I had to avoid pushing myself to a place where I could no longer breathe. My allergies often triggered my asthma as well. People don’t always realize it, but the air quality absolutely has an effect on my symptoms. I’ve been cycling with my father for a number of years, but Bike 4 Breath was actually my first organized ride. I loved being a part of a group and getting to explore a route that was new to me. My father, sister and I all rode together, and since we are all asthmatic, it felt especially meaningful and important to be taking part in this ride. Cycling is a great way to spread awareness about asthma and lung health and bring people together, especially for those of us who are proud to be active!”

Brady - Volunteer

“When I volunteer, I want to feel like what I’m doing is really making a difference. At Bike 4 Breath I really felt like I was part of something special. I saw people from different backgrounds and walks of life come together to help fight for better lung health and healthier communities. It was amazing to see the Bay Area come together - businesses, individuals, volunteers - all working to make a difference.”
Connect with us. We want to hear from you.

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#bike4breath

Find us on social media: